

Quote

THE WEEKLY DIGEST

Volume 28—Number 1

Week of July 4, 1954

MAY WE *Quote* YOU ON THAT?

[1] Sir WINSTON CHURCHILL, British Prime Minister, *commenting on conf with Pres Eisenhower*: "It is better to talk jaw to jaw than to have war." . . . [2] ERNEST B VACCARO, pres, Nat'l Press Club, *at a press conf with Prime Minister Churchill*: "We can understand the Prime Minister's accent because of the British movies we see on television. But Sir Winston may have trouble understanding me—they don't get many Southern movies in England." (*Mr Vaccaro is a native of Memphis, Tenn.*) . . . [3] OVETA CULP HOBBY, Sec'y Health, Education & Welfare, *opening a 3-day conf to study juvenile delinquency*: "Money alone cannot cure delinquency. In our society, it is easy to forget that the whole course of life is determined, not by our material gains and losses, but by our spiritual values." . . . [4] LEROY GORE, Saul City (Wis) editor, who led movement to recall Sen McCarthy, *addressing ministers' conf at Heidelberg College, Tiffin, O*: The hopes

Quote of the Week

Gen CASTILLO ARMAS, leader of Guatemala's forces opposing the leftist gov't: "We will ret'n the gov't to a system essentially democratic . . . in harmony with definitions of the word by all American countries which have signed the pact of inter-American solidarity."

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and aspirations of a better and happier world are not in the halls of Congress. They rest on the sagging shoulders of the churchmen and churchwomen of America." . . . [5] WM HAINES, Business & Defense Services Admin of U S Dep't of Commerce, *urging industry to fashion its own tailored plans for getting back to work after bomb attack*: "We think a thousand company plans are better than one master plan." . . . [6] ADLAI E STEVENSON: "Another few mo's under this administration and I think we'll talk about the 20 yrs of reason under the Democratic party."

FOURTEENTH YEAR OF PUBLICATION



Every experienced motorist knows that when you come to the bottom of a grade and start up an incline, you must give the car more gas.

That is perhaps the simplest parallel to explain why the Fed'l Reserve, a fortnight ago, took action to cut bank reserve requirements.

The action is a signal that the Administration believes we have come to "the bottom of the grade." Business has been coasting down hill for about 9 mo's. During this period there was no point in acting to bring about a condition of "easy money." Executives were not thinking in terms of expansion. But now, as indices are about to turn upwards, the added stimulus may prove very effective.

The theory is simply this: When banks are permitted to keep a smaller percentage of their total deposits in sterile funds, they have more free money to loan. This

means, in the long run, lower interest rates on business loans, and on home mortgages, and even lower construction costs on public works at the state and local level.

Proverbially, "easy money" at a time when business generally is "looking up" fosters expansion, not only in physical plants, but in research and sales promotion activities as well. It generates an attitude of optimism that should result in the betterment of all types of commercial enterprise.

The natural question at this point is whether such a stimulus will bring about another round of inflation. The theory is that it will not, since the Gov't can regulate the flow of money to meet changing conditions. The simple fact, however, is that FRB action does release a potential of up to \$9 billions of add'l credit, at a time when money rates are already low. This is clearly an inflationary tactic, and one that may not be readily controlled, even if reserve requirements are again tightened. This action, tho plausible enough, cannot be completely divorced from a natural desire to assure high economic activity for the fall elections.



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Quote

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“He who never quotes, is never quoted.”



AGE—1

A reporter, interviewing Lionel Barrymore, asked him if he still found acting as much fun as it used to be.

The great actor snorted, "Look, son, I'm 75 yrs old. Nothing is as much fun as it used to be."—*United Mine Workers Jnl.*

“ ”

Many a man of 60 looks like 50, acts like 40, feels like 30, and can see plenty of opportunity walking along the street he overlooked at 20.—*Wooden Barrel*, hm, Assoc'd Cooperage Industries of America.

BEHAVIOR—2

The great figures of each generation are not its masters but its tools. They accentuate the drift, but do not alter it.—JOHN H. MACCALLUM SCOTT, "Leadership in the Hydrogen Age," *Fortnightly*, London, 6-'54.

BROTHERHOOD—3

Brotherhood is as nothing when it is expressed exclusively in words; it is as everything when it is expressed in deeds.—*Missions*.

CHANGING SCENE—4

Today, roughly 40% of the sales of the big 7 companies in the chemical field are accounted for by products that were not made 15 yrs ago.—CHAS MURPHY, Mathieson Chemical Co, addressing Maryland Industrial Marketers.

CHRISTIANITY—5

The greatest enemy of Christianity is common sense. The 2 people to whom Jesus gave the most lyrical praise, the woman who anointed him with costly perfume and the woman who put all her living into the alms box, were eminently foolish. They let themselves go, unchecked by common sense which would whisper, "Go easy, sister."—SIMEON STYLITES, *Christian Century*.

COMMUNISM—Investigation—6

A highly reputable private opinion survey reveals that for every person who believes that there is too much Congressional investigation of Communism, two approve of the am't of attention being given the subject and four believe that there should be more such investigations.—NORA DE TOLEDANO, *American Mercury*.

DEMOCRACY—7

By patience and determination, rather than by a harsh upsetting of tradition, we move toward our nat'l goal. This is the way we get things done in America. One man tells another, does what he can, till the sum of these efforts grows into a nat'l aspiration. Then occurs our miracle of democracy.—NEWTON B. DRURY, conservationist.

..... *Quote*



The cocktail circuit is buzzing with renewed gossip of a romance between Margaret Truman and New Jersey's Democratic bachelor governor, Rob't Meyner. (He sent her flowers on her opening night as a dramatic actress at a Pennsylvania summer theatre.) The talk originally started when Perle Mesta introduced the two and told them they'd make a good match. One Washington society writer got so carried away with the talk that she wrote a piece saying Miss Truman may be the 1st to reside in the White House both as a daughter and a wife (she said Meyner was a possible future President). There was once the same prediction when Alice Roosevelt (Teddy's daughter) married the Speaker of the House, the late "Nick" Longworth.

" "

At the professional Arena Stage here, where a revival of Room Service is on, the box-office answers the phone: "Did you ring for Room Service?" It always gets a laugh—but once drew the reply: "Yep; send up a ham on rye!"

" "

A water sprinkler on the Soviet Embassy lawn was inadvertently placed too near the sidewalk. One young man went up to the door, knocked and told an embassy employe about it. "Oh, that is unfortunate," the Russian said in perfect English. "It will be moved right away; we would not want to get anyone wet."

..... *Quote*

EDUCATION—8

Our drop-outs in high school are more serious than a shortage of vital war mat'l's. We are past masters at finding substitutes for mat'l's, but there is no substitute for education in developing skills of both mind and soul.—RICHARD L BOWDITCH, pres, U S Chamber of Commerce, *Education Digest*.

" "

The secret of education is never to forget the possibility of greatness.—GILBERT HIGHET, *Man's Unconquerable Mind* (Oxford).

EMPLOYMENT—9

About \$10,000 is required to create each new job and we have to find jobs for about a million new workers each yr. In other words, we must save about \$10 billion a yr (for new capital investment). People will not save that sum, unless they have a reasonable prospect of reward (profit) and the certainty of being permitted to enjoy the fruits of their frugality.—Harding College Nat'l Program Letter.

FIRE—Prevention—10

Winner of a contest for the best answer to the question "What are the 3 most common causes of fire?" was a schoolboy who ans'd briefly: "Men, women, and children." — *Revue, Germany* (QUOTE translation).

FRIENDSHIP—11

A friend is a person who runs interference for you in your pursuit of happiness.—*Grit*.

GIFTS—Giving—12

In giving, a man receives more than he gives, and the more is in proportion to the worth of the thing given.—GEO MACDONALD, *New Outlook*.

Mining the Magazines



Magazine publishers are, to say the least, a bit discomfited by campaigns currently conducted by *Quest* and *The Gallagher Rep't*, revealing practices of unscrupulous and unethical field representatives employed by the big subscription agencies. It was an informal topic of discussion at the recent convention of Magazine Publishers Ass'n at Greenbrier, and will (we understand) come up more formally at the next board meeting of Central Registry (the field-force policing organization).

Ladies' Home Jnl has been running a series of articles (concluding with June) on "How to Be Marriageable." Surprisingly enough, this final article carries testimony of a group of young men that the easiest place to meet young women is—the public library! "In those respectable surroundings you can ask a girl a question about a book—and go on from there." Presumably the "goings on" would eventually be extended to a somewhat less restrictive atmosphere.

Magazines, traditionally, are pretty chary about plugging books that are to follow their sundry serializations. *The Saturday Evening Post* has just broken this rather silly taboo. In the concluding installment of Alben Barkley's autobiography, *Post* editors inserted a box announcing that Doubleday would publish the book in Oct.

The magazine, *Highways of Happiness*, asserts that it is the number of square people, not the number of square mi's that makes a country great. This is an apparent contradiction to the philosophy of a younger generation that does not view "squares" in quite so favorable a light.

—99—

adding that it would be a "considerably longer version, with a 32-page section of illustrations."

Sticking an editorial oar in the roily waters of comic-book controversy, *Editor & Publisher* deplores the fact that in these periodic crusades some of the criticism "always rubs off on newspaper comics, which have no relationship whatever to the book-type." They'd like to see "adequate research" undertaken as to the effects of these juvenile publications. Meanwhile it would help if the publishers of "comic books" (which for the most part certainly are not comic) would adopt a more descriptive term.

The initial issue of a trade jnl called *Uranium* is just off the press. . . *Country Gentleman*, after 101 yrs, is changing its name to *Better Farming*.

.....*Quote*.....

HEALTH—Mental—13

There are, says psychiatrist Smiley Blanton, "people so surcharged with unconscious resentment that life for them is an almost constant procession of minor or major annoyances. Like trigger-happy soldiers firing at leaves rustling in the dark, they let fly their anger at the merest shadow of frustration. And when they meet real setbacks it is with a rage of truly staggering intensity. Such persons almost daily sacrifice their peace of mind to the destructive, corroding passion of their hatreds." — MAXINE BLOCK, "Wouldn't You Like To!" *Everywoman's*, 6-'54.

IDEALS—14

The idealist is the only sensible one. True, he may never reach his ideals, but he is moving in the right direction. He will get closer to them than if he stands still. Being an idealist means reaching out toward the best, the noblest, and the loftiest dreams of mankind. And we never achieve anything worthwhile unless we reach toward it.—*Friendly Adventurer*.

INFLUENCE—15

There was once a cave which lived in darkness as all caves do.

One day it heard a voice calling: "Come up into the light and meet the sunshine." So, being curious, it journeyed forth, but the sunshine made the cave uncomfortable and it cried out for its darkness.

And the sunshine, hearing the cry, asked: "What is darkness?"

..... *Quote*

"Come and see," repl'd the cave, leading the way.

As they entered the depths of the earth, the sunshine remarked: "Now show me your darkness!"

But there was no darkness.—*Toastmaster*.

KINDNESS—16

Kindness is one commodity of which we should spend more than we earn.—*Cass Chats*, hm, D W Cass Co.

LEADERSHIP—17

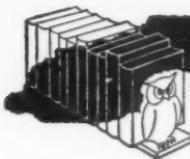
A successful manager was asked what helped him reach the top. "One thing stands out," he said. "I could think out loud with my superiors. I could throw out crazy suggestions. I could talk over any subject without fear that I would be squelched. It had more effect upon my development as a manager than anything else." — *Harvard Business Review*.

LIFE—Living—18

Life is like an echo. We get from it what we put in, and just like an echo it often gives us much more.—BORIS LAUER-LEONARD, Editorial, *Rudder*.

OPTIMISM—19

To prove that recession talk is unfounded, a Los Angeles company held its sales meeting in a plane 3,000 ft above the city so salesmen could look down on panorama of new industrial plants being built, vast new areas being developed. Company president said flight was aimed at letting salesmen see with their own eyes some of the thousands of businesses that are investing billions in the future.—*Sales Mgt.*



Book Briefs

In a sardonic mood, the British trade organ, *Nat'l Newsagent Bookseller & Stationer* recently observed: "Poets rarely make a living until after their deaths." In a laudable effort to mitigate this condition in some small degree, the Academy of American Poets (New York) has a proposal. A publisher (not an author) may submit a poetry manuscript by a living American poet who has not been widely published. If a jury deems it worthy—and if the publisher agrees to issue the book within 15 mo's, paying the author 10% royalty on all copies sold—the Academy will partially underwrite the venture by purchasing 1,000 copies at 40% discount of a retail price not to exceed \$1.50.

Publishers are so intent upon following charted highways of distribution that they often neglect fascinating by-paths which, with limited exploitation, might yield fantastic profits. The Univ of Oklahoma Press cites a pertinent case. When they announced plans to publish *The Banditti of the Plains* (an acc't of the cattlemen's invasion of Wyoming at the turn of the century) the editor of the *Buffalo* (Wyo) *Bulletin* wrote to say that he thought he might sell half-a-dozen copies. The Press went along with the idea. To date, that single source has sold 350 copies, or one for every 7 residents of the community!

Talking at the recent American Booksellers Convention, at Atlantic City, LILLIAN FRIEDMAN declared, "I think I know what the public is looking for in a novel. It's the same thing I am looking for. I'm looking for a book I can finish!"

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There's a romantic morsel coming up next wk that seems made to our specific measure. It's *Lost Island* by Graham McInnes. Originally published in England it is being re-issued here by World. This one, according to advance billing, has just about everything—a sort of a combination *Kon-Tiki* and *Robinson Crusoe*, with Love Interest. She's a beautiful blonde born 350 yrs ago and as currently appealing as Marilyn Monroe. This, naturally enough, brings in a fabulous fountain of youth. Oh, well, it is Summer, you know.

The Junior Literary Guild is currently celebrating its 25th birthday—a disconcerting bit of news that emphasizes, a little more brutally than necessary, the rapid flight of time. . . The Duke of Windsor, we hear, has written a book for children, *A King's Son*. McKay, Oct.

.....*Quote*.....



Booth Tarkington

NEWTON BOOTH TARKINGTON, born 85 yrs ago (July 29, 1869), will be long remembered for his portrayal of middle-class American life, in his native Middle West. His reputation was established with *The Gentleman From Indiana*, at the turn of the century. The Penrod stories began appearing 40 yrs ago. His last 2 novels, *The Magnificent Ambersons* and *Alice Adams*, won Pulitzer awards. His plays in lighter vein, *Clarence* and *Seventeen*, were popular stage attractions.

It is not generally recalled that Tarkington began his career as an artist. His 1st contribution was to *Life*, then a humor magazine owned by Chas Dana Gibson. He took delight in telling this story of his younger yrs:

Attending an Artist's Fair in Phila, I was quite flattered when 2 young women approached and asked for my autograph. Borrowing a pencil, I inscribed my name on a page of the leather-bound book handed to me.

The young collector viewed my signature dubiously. "But . . ." she said falteringly, "aren't you Rob't W Chambers?" (*Chambers* was a popular society novelist of the period.)

"Oh, no," I replied, "I am Booth Tarkington!"

My questioner shrugged and turned to her friend. "Marie," she said, "loan me your eraser."

.....Quote.....

PARENTHOOD—20

The Balinese, it is said, lose their personal identity when they become parents. Instead of giving a child his father's name, the parents take the child's. In many of our homes a similar process occurs. We parents are so deluged with child-care advice that sometimes we feel guilty about daring to have any life of our own.—CONSTANCE FOSTER, "Parents Have Rights, Too," *Woman's Day*, 4-'54.

PERSONALITY—21

Be thankful not only that you are an individual, but also that others are different. The world needs all kinds, but also needs to respect and use that individuality.—DONALD A LAIRD, *New Outlook*.

PRAYER—22

When we flip a light switch we are completing the circuit which causes the bulb to light. When we turn off the light we are breaking the circuit and the light goes off. . . . Prayer completes the circuit between God and man. Without prayer this circuit is broken and the individual's life is without light.—*Church & Home*.

" "

A young man prayed so beautifully in public he was always asked to do so at every meeting he attended. On one occasion a friend asked how he had acquired such ability. "I pray well in public," was the reply, "because I practice a great deal in private." —*Church & Home*.

PROGRESS—23

Step out if you want to step up.—*S A C Sidelights*, hm, Securities Acceptance Corp'n, Omaha.

Pathways to the Past



Week of
July 25-31

Nat'l Farm Safety Wk

Nat'l Inventors Wk

July 25—Feast of St James the Greater. . . Feast of St Christopher. . . 45 yrs ago (1909) Louis Bleriot flew across the English Channel at the then incredible speed of almost a mile a minute. . . 20th anniv (1934) Nazi invasion of Austria and assassination of Chancellor Dollfus.

July 26—Festival of St Anne. . . 375 yrs ago (1579) Sir Francis Drake sailed from California, having christened the land New Albion and taken possession for England. . . 80th anniv (1874) b of Sergei Koussevitzky, Russian-born American orchestra conductor (d. 1951).

July 27—165 yrs ago (1789) Dep't of For'gn Affairs created by Congress (now State Dep't). John Jay served temporarily; Thos Jefferson was 1st app'ted Sec'y. . . 130th anniv (1824) b of Alexandre Dumas, the younger. (His most familiar work is *Camille*, in which Sarah Bernhardt starred). . . 45 yrs ago (1909) Orville Wright successfully demonstrated his airplane, assuring adoption by U S Gov't. Thus, militarily speaking, began the Air Age. Reflect upon the spectacular advance in less than half a century!

July 28—Founder's Day, Volunteers of America (This yr marks 95th anniv of b of Ballington

Booth, founder). . . 345th anniv (1609) discovery of Bermuda Islands by Sir Geo Somers, whose ship was wrecked there. Crew built smaller boats from wreckage, escaped to Virginia. . . 40 yrs ago today (1914) Austria-Hungary declared war on Serbia. Two days later Czar of Russia ordered a gen'l mobilization. War I was under way!

July 29—Feast of St Martha. . . Feast of St Olaf (patron saint of Norway). . . Bethel African Methodist Episcopal Church, Phila (1st Negro church in U S) founded by Richard Allen, Negro, 160 yrs ago (1794). . . 85th anniv (1869) b of Booth Tarkington, American novelist and playwright (d. 1947).

July 30—Public Recreation Day. . . . 335 yrs ago (1619) 1st representative legislature in this country met at Jamestown, Va—a yr before Pilgrims landed on Plymouth Rock.

July 31—Feast of St Ignatius de Loyola. . . . 1st "railroad" track in U S was laid at Phila, 145 yrs ago (1809). A carriage with 4 grooved wheels was placed on this wooden track. A single horse, walking on the loose dirt between the tracks, conveyed the vehicle. . . *The American Farmer*, 1st U S farm mag, started at Baltimore 135 yrs ago (1819).

Quote

"Of all things!"

There is in the judicial realm a statute known as Canon 35. It specifies that "Proceedings in court shall be conducted with fitting dignity and decorum" and goes on specifically to prohibit the taking of photographs in the courtroom during sessions of the court, or in recess periods.

Because of this traditional restriction against cameras, newspapers, in an earlier era, used to smuggle artists into the court to make surreptitious sketches. Today the statute is often circumvented—as a casual examination of the public press will readily show. There has been much discussion recently on the need for a more realistic code. When the American Bar Ass'n meets in Chicago next month, an entire session will be devoted to Canon 35.

Just recently, at Atlantic City, Jos Costa, of King Features Syndicate, assured Nat'l Press Photographers Ass'n delegates, on the authority of "one of the nation's highest legal officials" that news cameras soon will be universally accepted in the nation's courts.

Mr Costa further disclosed that the new Fed'l District Court Bldg in Washington has included television cables and wiring for television lights in its construction.

Newspaper trade jnl's have lately been querying publishers, who appear overwhelmingly in favor of a policy of liberalization.

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Quote
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RELIGION—24

I am in full sympathy with Christian ideals but have to protest when it is implied that the U S is, or ought to be, a "Christian nation." So long as freedom and equality are constitutional there will be a multiplicity of faiths co-inspired to keep our country sound of mind and economy. On this "melting pot" basis is our country built. This is a point that I, being Jewish, occasionally like to propound.—Rob't L FELTON, letter to the editor, *Chemical & Engineering News*.

RESPONSIBILITY—25

Take responsibility on your shoulders and it will leave no room for chips.—*Indiana Parent-Teacher*.

SELF-CONFIDENCE—26

The sales mgr of a great corp'n with 2,500 people working under his direction, once said, "The man who goes out whipped in the morning will come home whipped at night. If I can have my people for the 1st 20 min's of the day, I do not care what the customers say to them during the rest of the day."—ROY L SMITH, "Those 1st 5 Minutes," *Presbyterian Life*, 6-12-'54.

SEXES—27

Unless women (when they have all economic political power) encourage men to practice their proper trade of dreaming and making dreams come true . . . they will turn human societies into great anthills of order, peace . . . and eternal, unchanging, utterly terrible boredom.—EDW HYAMS, speaking on British Broadcasting Co's *Light Programme*.

TELEVISION—28

When television sets 1st began to take over living rooms thruout the nation many parents understandably were bewildered and overwhelmed. If a loud-mouthed guest had settled himself in a corner and begun to tell raucous and unsuitable stories to the children, it seems likely that parents would have managed in some way to change the subject or get the children out of the room. Yet when an inanimate object began to do the same thing, consternation reigned in the household.—DOROTHY BARCLAY, authority on family life, *N Y Times*.

TROUBLE—29

Misfortune can take away nothing but what good fortune gave us.
—Country Gentleman.

WORLD RELATIONS—30

It is not a sentimental but a grimly literal fact that unless we share this terrestrial globe with creatures other than ourselves, we shall not be able to live on it for long.—JOS WOOD KRUTCH, "Conservation Is Not Enough," *American Scholar*, Summer '54.

" "

We (U S) are in the driver's seat of the world economic machine. We may not drive where the world wants to go or even where our own best interests suggest: but it is certain no one else can.—W AVERELL HARRIMAN, "Leadership in World Affairs," *For'gn Affairs*, 7-'54.

YOUTH—31

Youth must learn to listen before it speaks, as the wheat must absorb before it can produce the grain.—FULTON J SHEEN, quoted in *Vital Speeches*.

In Brief

Well, this seems to be the Salvage Season. *Item One:* What would you do with 15 tons of red velvet curtains? You might address your suggestions, if any, to Queen Elizabeth, c/o Buckingham Palace, where the curtains (dating back to the era of Victoria) were recently discovered in a huge cupboard. Very handsome they are, too, with the Royal coat-of-arms worked in gold thread. But, unfortunately, the current Queen's favorite color is blue! . . . *Item Two:* What can you do with charred oak barrels, employed in the distilling of whisky? They cost \$25-30 each and there's a law against re-using them for their specified purpose. Distillers would like to salvage a part of their investment and will welcome suggestions. But please don't propose that they make skis for pygmies. They are a little weary of that one!

Milwaukee folks are right sorry to hear that Bob Brachman is running out of money. For several mo's now he has rented a sign-board near the home of his one-time girl friend, Arlene. Each month he posted a new conciliatory note in an apparently fruitless effort to "make up."

Breathless Brevity: A new garlic sauce (it's called *Kissproof!*) is said to retain seasoning value without objectionable odor or after-taste.

Quote

Good Stories

.....
you can use

In the area around Gary, Indiana, there are many families of foreign extraction. Children with unusual names predominate in the school system. But at a recent summer session a teacher of long experience had to admit defeat. One little girl insisted that her name was "Femally." Since the child was too young to spell—and could give no satisfactory explanation as to the origin of the name—the teacher, at her 1st opportunity, called at the home.

"Oh, yes," said the mother. "That's her name, all right. They gave it to her at the hospital. It was on the paper they filled out for me. They spelled it F-e-m-a-l-e!"—SIMON M SCHWARTZ. a

" "

During the quail season, an old man was hunting with an ancient pointer. Twice the dog pointed. Each time the hunter walked over, kicked at the matted growth, wheeled sharply and fired into empty air.

Asked why, the old man explained: "I knew there warn't no birds in the grass. Old Jim's nose ain't what it used to be. But him and me have seen some wonderful days together. He's still trying hard and it'd be mighty little of me to call him a liar."—Arkansas Baptist. b

.....*Quote*.....

I LAUGHED AT THIS ONE

HELEN S LAFFERTY

My mother-in-law and I were listening to a radio program. It was interrupted by an urgent appeal from the Red Cross for clothing to relieve suffering flood victims. I was so moved that I went immediately upstairs and gathered what I could spare.

When I came down I asked my mother-in-law if she had anything to send. "Yes," she said, "wait just a moment." Soon she came out of her bedroom with quite a large bundle. I took both bundles to the nearest fire station and came away happy to think we had been able to help.

Three days later my mother-in-law said to me: "When will you get those clothes back from the laundry?"

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People write milkmen the darnest messages! The Borden Co has made quite a collection of these items gathered by routemen. Some are richly laden with unconscious humor. Others ask only for understanding:

"If you are the same milkman who saw me stagger in yesterday, please forget it. I'm trying to!"—Bluebook. c



A Bartlesville, Okla, cub scout pack had devoted several meetings to "The Story of Oil." They had learned how oil took centuries to form from vegetable and mineral matter deep in the earth. Later they studied the way in which oil wells are drilled and crude oil turned into useful products. As the high point in the project, the boys were taken to Okla's 1st commercial oil well, preserved as a historical memorial. The cubs made a complete inspection of the well and asked many questions.

To climax this special series, the boys gathered in the park for a wiener roast. After they had eaten and were seated about the picnic fire, a den mother asked, "Well, boys, tell me something you have learned that you didn't know before." Eight-yr-old Jimmy's hand went up, instantly, eagerly. "We learned how to straighten out a coat hanger so we could roast a weenie on it!"—*Christian Science Monitor.* **d**

" "

During a revival meeting in a country church the eloquence of the evangelist called a brother to his feet. "Brethren," he declared, "I've been a sinner, a contemptible sinner. An' I've been one for years—but I never knew it before to-night!" "Sit down, brother," whispered the deacon stationed in the aisle. "The rest of us knew it all the time!"—*FRANCES RODMAN.* **e**

A home town is where they always think you're in some kind of trouble when you return for a visit.—FRANKLIN P JONES.

" "

Understanding your financial problem should be simple enough: it means you're short of money.—W G MILNES, Jr.

" "

Drive carefully at all times and the life you save will often belong to a reckless driver.—A A SCHILLING.

" "

OK, college graduate: here's the world. It's all yours—take it away and don't bring it back.—Grit.

" "

Our foreign policy is slowly changing from an endowment policy.—Banking.

" "

If you give some women enough rope—they'll rig another clothesline in the bathroom.—Lone Star Scanner.

" "

Man may not live by bread alone, but many try to get along on crust. — I LINDLEY, Prairie Farmer.

" "

Whether it is a man or a motor, you can be sure something's wrong with it if you hear it knocking.—BURTON HILLIS, Better Homes & Gardens.

..... *Quote*

Quote-ettes

PHILIP D REED, chmn of bd, Gen'l Electric: "Industry is like the turtle. It makes progress only by sticking its neck out." 1-Q-t

" "

EARL WILSON, columnist: "When Marilyn Monroe collapsed on the set of *Show Business* the other day, she was singing a new song with the line, 'Physically, I'm in pretty good shape.'" 2-Q-t

CLASS MATTER

SECOND

Mr. Maxwell Droke,
2400 W. 42nd St.
Indianapolis, Ind.

News of the **NEW**

Edited by ALICE JACOBS

Traveling with small fry can be pretty grim, but sometimes it's unavoidable. And new gadgets make the trip pleasanter and safer for everybody concerned.

One we're struck by is a rather elaborate travel kit for baby. It looks like a small suitcase, but opens in 3 sections, 2 of which fold down like legs, to bring third into convenient reach. One section holds foods and bottles in place; center section takes toiletries, pins and small items; largest compartment holds diapers and other clothing. When you no longer need to carry all Junior's paraphernalia with you, he can use it for toys

and clothing. It's made of wood laminates covered in red or navy alligator plastic. \$9.95. *Evans, Inc.*, 212 No Market, Wichita, Kans.

We're quite lyrical over a portable but full-size playpen. You can roll it up into a small bundle, tuck into very limited space. It's easy to set up, even on uneven ground. It's made of tough green net, with hardwood corner posts. Now all you have to do is convince the baby that staying in his nice safe pen is more fun than running into strange streets or falling into lakes. \$9.95. *Canvas & Metal Specialties*, Groveville, N.J.

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